THE CHICAGO ACADEMY OF SCIENCES
ANNUAL BOARD MEETING
THE UNIVERSITY CLUB
76 E. MONROE STREET
CHICAGO, ILLINOIS
JUNE 24, 1997
NOON

1. Call to order -- Mr. Voss (12 Noon)

2. Chairman's remarks -- Mr. Voss (5 min)

3. Secretary's report -- Mr. Crampton (5 min)
   a. Minutes
   ACTION ITEM: Be it resolved that the Board of Trustees approves the minutes of the meeting of April 29, 1997 as circulated.

   b. Addendum
   ACTION ITEM: Be it resolved that Board of Trustees ratifies the resolution dated May 1 as circulated.

4. President's Report -- Dr. Heltne (5 min)

5. Nominating Committee -- Mr. Harvey (10 min)
   Action Item

6. Planning Committee -- Mr. Relford (15 min)
   Update on new Nature Museum - Mr. Greeby

7. Education and Exhibits -- Mrs. Pond (25 min)
   a. Exhibits Options
   b. Value Engineering

8. Development and Marketing Committee -- Mr. Cox (25 min)
   a. Integrated Campaign and Communications Plan -- Mr. Alford and Mr. Prendergast
   b. Annual Fund year end results and goals for fiscal 1998 -- Mr. Cox
   c. Campaign for the 21st Century year end results and goals for fiscal 1998 -- Mrs. Notebaert

   ACTION ITEM: Be it resolved that the Board of Trustees commits to the annual and campaign fundraising goals as presented by the Development and Marketing Committee and the Campaign Steering Committee.

d. Academy Council
e. Auxiliary Board

9. Finance Committee -- Mr. Maier (10 min)
   Projected year end results
   Budget for fiscal 1998
   Deferral until exhibit program is finalized

10. Reseach Committee -- Ms. Ashcraft (10 min)

11. ByLaws and Legal Committee -- Mr Healy (5 min)

12. Other business -- Mr. Voss (5 min)
    a. Upcoming calendar of events
       Exhibits - Bug's Eye View - July 3 through Sept. 7, 1997
       Forest Puzzles/Animals Eat - Sept. 20 through Jan. 4, 1998
       140th Anniversary Celebration - August 10, 1997

    b. Other business

13. Executive Session

14. Adjournment - 2 pm

Chicago Academy of Sciences

Special Board Meeting of May 1, 1997

RESOLUTION

WHEREAS, the Chicago Academy of Sciences is currently undertaking the largest and most important project in its history, namely the design and construction of a new Museum at the northwest corner of Fullerton Avenue and Cannon Drive in Chicago and

WHEREAS, in order to successfully complete the new Museum project, the Chicago Academy of Sciences has embarked upon new programs and initiatives, has launched the largest fund-raising project in its history, and has established a timetable for completion of its fund-raising and construction projects and

WHEREAS, the President of the Academy will be required to devote unprecedented time and effort to enable the Academy to meet its fund-raising goals and to represent the Academy in its dealings with the public, prospective donors and governmental officials in connection with the new Museum project and

WHEREAS, at the same time as the Academy is undertaking its new Museum project, the Academy is continuing to develop and expand its existing programs in science education, outreach programs, and research and

WHEREAS, Board of Trustees believes that, as a result of the success of the Academy's existing programs and the expansion of the Academy into the new Museum,, the President will be required to devote an increasing amount of time to fund-raising, public relations, administrative oversight and long-range planning projects, and consequently will have less time to oversee the design and construction of the new Museum and the proposed exhibits within the new Museum; and

WHEREAS, the Board of Trustees believes it is in the best interest of the Academy and its new Museum project and for the continued success of its existing programs to provide an additional position to assist in these undertakings:

BE IT HEREBY RESOLVED;

1. The Board of Trustees appoints Tom Cox, Albert Pick, Deborah Reguera, David Voss and Paul Heltne to develop a job description of the duties, responsibilities and authority of the new position.

2. The committee shall immediately thereafter conduct a search to fill the described position and after appropriate advice from the Executive Committee of the Board of Trustees hire this individual and establish the terms of employment.

PRESIDENTIAL GOALS FOR FISCAL 1997 including partial
FOURTH QUARTER RESULTS

1. Achieve the fiscal goals of the Academy in the operating and capital sectors necessary to sound financial health of the institution.
   a. Achieve budgeted financial projections. (20%) **Budget for net revenues through fourth quarter $1,500,000; projected year end $2,000,000.**
   b. Achieve annual operating contributions and grants of $1,520,000. (10%) **Budget through fourth quarter $1,520,000; projected $1,590,000.**
   c. Achieve a capital goal of $2,600,000 in new gifts and pledges. (20%) **Budget through fourth quarter $2,600,000; through May 31 $1,960,000.**

2. Complete architectural plans for North Pond site, move new exhibit planning into construction drawing and fabrication phase. (20%)
   a. Complete architectural plans, bid, obtain necessary approvals, and commence construction. **Contract signed and financing in place; demolition completed; foundation construction moving forward; complete building permit expected by end of June.**
   b. Engage lead exhibit design firm, complete exhibit criteria and story lines, engage exhibit design firms, complete design development and move into construction drawings and fabrication. **Skolnick firm engaged in July; exhibit criteria and story lines completed by end of September; design packages sent out for fabrication estimates by mid-May; initial exhibit options for value engineering will be presented at the June Board meeting.**

3. Engage in building image, identity, and audience. (10%)
   a. Engage integrated communications consultant, complete image and identity study; establish an integrated communications plan. **Kemper Lesnik firm engaged in July; positioning and name accepted at October Board meeting; November gala; tree planting April 19; logo presentation at April Board meeting; Integrated Fundraising and Communications Plan to be presented at June Board meeting.**
   b. Implement search for corporate program sponsorship and other elements of integrated communications plan. **In initial stages guided by Integrated Plan.**
   c. Hold at least two major fundraising events, one with the Auxiliary Board and one with the Advisory Council. **Auxiliary Board has held two evening fund/friend raising events; Advisory Council planning events for coming fiscal year.**

(over)

4. Expand reach of ongoing Academy programs. (10%)
    a. Expand reach of outreach and teacher training programs and develop collaborations. **Science Power On-Line (broadcast from Academy studios at 10 am every Tuesday) now available to up to 3000 receivers through Ameritech Technology grant; developing contacts with the Illinois-Indiana Sea Grant programs; initial meeting with Director and Senior Staff of the Illinois Department of Natural Resources to explore further collaborations.**
    b. Develop collaborations for establishing Science Scene Programs and extending their reach. **Programs funded by Hitachi grant bridging ages between KIDS and TEENS; hosting national ASTC Hitachi parent training workshop scheduled for June; Business Advisory Council has recruited initial members and held first meeting; Howard Hughes Medical Institute has awarded $100,000 toward additional three years of program.**
    c. Extend advanced technology programs TEEE and DEED into new sites and introduce into programming at the Nature Museum. **TEEE project extended for third year; TEEE now broadcasting collections programming via two-way television conferencing to schools throughout Illinois; DEED program shifting to for-fee basis; initial programs sold out with waiting lists; seeking to extend Ameritech funded on-line video outreach to 1000 Illinois schools with daily programs. Second USEPA contract to support development of information CD-ROM on Great Lakes condition; work relates directly to Water Lab project.**
    d. Explore development of resources for ICASL and other research programs, particularly 'Nature, Polis, and Ethics' (NPE) sponsored jointly with the Hastings Center. **ICASL Sci-Tech and LSAY grants and NASA contract awarded; ICASL lecture series, begun in November, continues through the spring with outside support; ICASL planning fall international symposium "Scientific Literacy 40 Years after Sputnik" with NASA support. NPE project will continue for the next three years with a $50,000/ year grant from Strachan Donnelley; NPE project attracting additional funding from the US Forest Service through Chicago Regional Biodiversity Initiative.**
    e. Develop Chicago Wilderness collaborations. **CAS leading telecommunications programming for CW; developing GIS documentation of area research programs and natural areas.**

5. Attract five new trustees, at least two of them leaders in the business community. (10%) **Two new trustees appointed in October; four new trustees accepted at April Board meeting.**

BALLOT FOR TRUSTEES AND OFFICERS
CHICAGO ACADEMY OF SCIENCES
140th Annual Meeting June 24, 1997

Trustees:

Be it resolved that William Elliott be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Peggy Fossett be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Judy Istock be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Benjamin Johnson be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Roger Plummer be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Albert Pick be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Deborah Reguera be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Thelma Smith be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Peter Walker be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Richard Williams be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Be it resolved that Robert Wittebort be elected to a three year term as a Trustee of the Chicago Academy of Sciences to end with the annual meeting of 2000.

Officers

Be it resolved that the following persons be elected to office for a term of one year:
David Voss - Chair
Peggy Notebaert - Vice Chair
Peter Walker - Vice Chair
Lew Crampton - Secretary
Rick Maier - Treasurer

The Chicago Academy of Sciences
Five Year Review of the International Center for the Advancement of Scientific Literacy
To: Board of Trustees
From: Research and Symposium Committee

During the past several months the Research Committee has been reviewing the programs and finances of the International Center for the Advancement of Scientific Literacy.

We find that the programs of ICASL are directly relevant to the mission of the Academy and have done much to forward that mission. The Academy is dedicated to scientific literacy for all citizens and the International Center is the national leader in measuring the success that we as a society in the US are having in our scientific educational programs. The Center's biannual surveys of adult levels of scientific literacy are funded by the National Science Foundation (NSF). ICASL's longitudinal study (LSAY) follows students over time to learn how scientific literacy develops. LSAY examines which elements of home, school, and leisure time support achievement in science, the choice of scientific careers, and long term attentiveness to science issues. LSAY is unique in this country and has formed a model for similar endeavors in other countries. The LSAY research is also funded by NSF. The findings support our teacher training program and our work to develop exhibitry and museum programs which excite and involve our visitors. In addition, ICASL does contract and grant funded work for the National Aeronautics and Space Administration (NASA) and other governmental and private entities.

The work of ICASL does a great deal to distinguish and differentiate the Academy among local cultural and educational institutions. No other institution in Chicago has an program like our International Center which leads national and indeed world-wide endeavors in the field of education assessment. Researchers in many countries are emulating the work that is being done in our International Center often in collaboration with the Center.

ICASL regularly publishes papers, books and reports which recount its scientific work. ICASL is highly productive, publishing numerous papers; several books are also being completed this year. The Center organizes sessions at international and national scientific meetings. Its director, Dr. Jon Miller, has recently made presentations to the science advisors of the G-7 nations and to the European Union. This activity confers attention on the Academy in the professional educational community, scientific community, and among policy makers in business and government. ICASL regularly brings the Academy's name into local and national scientific and public press.

The International Center has contributed to other programs of the Academy such as Science Scene: Kids and TEENS. ICASL personnel have developed contacts with Howard Hughes Medical Institute and Northwestern Medical School and have worked directly with the actual grant application, reviewing and adding significantly to the approach and structure of the programs. The result has been a five year contract of $375,000 dollars and yearly supplemental grants from ACCESS 2000 and other organizations totaling this year $55,000. Science Scene is a program of the museum side of our operations and the grants which support Science Scene are not credited in the ICASL budget. ICASL has tested and interviewed the youth and mentors participating in the program yearly and their evaluation has given our reports a professional stature not otherwise available. The International Center also advises on the evaluation of the outreach and teacher training activities of the Academy. ICASL is seeking funding for further joint projects with the Nature Museum and the Outreach and Teacher Training programs. For example, in the coming year, it will seek funding to evaluate the success of programs in the new museum when it opens.

During the past year the Center has organized and arranged funding for a series of Thursday evening talks which have reached audiences of high level educators, scientists, and donors and provided an additional cultivation opportunity for Academy fundraising. In the coming year the topic of the lecture series will be scientific breakthroughs, and the series will be promoted to a broader audience. This fall ICASL will host an international meeting discussing scientific literacy forty years after Sputnik. The meeting will be attended by scientists and scholars from around the world and is being underwritten by NASA.

Fiscal Review

The Committee has also reviewed documents prepared by Bill Haase. As the attached document shows:

* ICASL has shown net revenues in each of its five years of operation, disregarding the two month first year start up period (f1992). The five year total is $233,000.
* Net cash flow has been between a negative 4% of revenues and positive 8%.
* After subtracting Academy overhead costs, in total over those years its net cash flow has exceeded expenses by $35,000; in other words, the operation nets a surplus on a cash basis over the five year period.
* When pro rata charges for space, based on depreciation, are charged against ICASL, the estimated annual bottom line ranges from a minus $80,000 to a positive $37,000. The increase in depreciation charges during 1996 and 1997 is due to a required accounting change, not a larger allocation of space. Approximately $35,000 of the minus $80,000 in fiscal 1996 is due to that required accounting change.
* Analysis of the projections for the current year end indicate a net cash flow (after subtracting Academy overhead costs) of approximately $10,000 to contribute to the space costs.
* Analysis of the budget for the coming fiscal year (fiscal 1998) suggests that ICASL will have a net cash flow (after Academy overhead costs) of roughly $35,000 making again a contribution to the space costs.

The Committee analyzes these facts in the following ways. While showing net revenues in each year, ICASL net cash flow (after subtracting Academy overhead costs) has shown its least favorable results in its lowest revenue years. A minimum projected level of revenue can be predicted quite clearly during the budgeting process, prior to the beginning of the fiscal year, as can such Academy overhead costs such as insurance, interest and audit expenses. Consequently, direct ICASL expenses must be managed to achieve the goal of sufficient net revenue after direct expenses so that a positive or balanced cash flow position will be attained after Academy overhead costs. Even with unforeseen circumstances, in no case should a negative number exceed 4% of the minimum revenue level which can be certainly predicted at the beginning of the year, or $20,000, which ever is less. However, it is clearly the intent of all research projects to be at least cash flow neutral after Academy overhead costs are subtracted.

The Committee also feels that ICASL non-cash costs are more than equaled by the non-cash benefits which the International Center brings to the Academy and its mission (as described on the previous page). However, the Committee does believe that programs should seek to make a contribution toward space costs.

In addition, the Committee wishes to note that over the years ICASL has dramatically diversified its sources of funding, so that it is no longer dependent on any single government agency.

Having proceeded through this analysis, the Committee concludes that:

* the benefits of ICASL have been great to the Academy
* ICASL has shown net revenues and this is expected to continue
* net revenues less Academy overheads should lead to a break even or positive cash position
* the cash position across the five years remains positive and in years when this has not occurred the costs have been well within the acceptable range
* the non-cash space charges are more than equaled by the non-cash benefits which ICASL bring to the Academy.

Chicago Academy of Sciences

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REPORT AND COMMENTS ON FINANCIAL STATEMENTS

ELEVEN MONTHS ENDED MAY 31, 1997

EXECUTIVE SUMMARY

For our first eleven months, our results are as follows (dollars in thousands):

	Budgeted	Actual	Favorable Variance
Total Revenues	$ 5,493	$ 6,494	$ 1,001
Total Expenses	4,699	4,867	168
Net Revenue	$ 794	$ 1,627	$ 833

Again as reported all year, most of this favorable variance is attributable to unbudgeted revenues, as summarized below (dollars also in thousands):

• Reimbursement revenues from the Chicago Park District, net of additional depreciation expense	$ 701
• Investment gains	162
	863
• Net effect of all other operations	<30>
Net favorable variance	$ 833

We are thus close to budget for eleven months, with Contributions and Capital Campaign again the key variables in determining our yearend results.

CASH FLOWS

These have been good for the last two months and for the first half of June as well.

WILLIAM B. HAASE
June 20, 1997

THE CHICAGO ACADEMY OF SCIENCES
STATEMENT OF CHANGES IN NET ASSETS
ELEVEN MONTHS ENDED MAY 31, 1997

(Dollars in Thousands)

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	COMBINED TOTAL
REVENUES:				
A. PUBLIC SUPPORT:				
Taxes - Chicago Park District	$ 1147			1147
State of Illinois - OTB	41			41
Contributions	316			316
Capital Campaign		1661		1661
Grants	369	491		860
Memberships	25			25
Net Assets Released From Restrictions	2,280	<2,280>		--
Total Public Support	4,178	<128>		4,050
B. EARNED INCOME:				
ICASL Contracts	585			585
Education Contracts and Fees	319			319
Gift Shop Sales	74			74
Admissions	28			28
Interim Facility Reimbursements	343			343
Other	894			894
Total Earned Income	2,243			2,243
C. INVESTMENTS:				
Dividends And Interest	38			38
Investment Gains Realized	52			52
Unrealized Investment Gains <Loss>	111			111
Total Investments	201			201
TOTAL REVENUES	6,622	<128>		6,494
TOTAL EXPENSES	4,867			4,867
NET CHANGE IN NET ASSETS	1755	<128>		1,627
NET ASSETS - BEGINNING OF YEAR	3,405	703	575	4,683
NET ASSETS AT MAY 31, 1997	$ 5,160	575	575	6,310

THE CHICAGO ACADEMY OF SCIENCES

STATEMENT OF CHANGES IN NET ASSETS

MONTH OF MAY, 1997

(Dollars in Thousands)

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	COMBINED TOTAL
REVENUES:				
A. PUBLIC SUPPORT:				
Taxes - Chicago Park District	$ 100			100
State of Illinois - OTB	--			--
Contributions	6			6
Capital Campaign		--		--
Grants	24			24
Memberships	2			2
Net Assets Released From Restrictions	610	<610>		--
Total Public Support	742	<610>		132
B. EARNED INCOME:				
ICASL Contracts	111			111
Education Contracts and Fees	22			22
Gift Shop Sales	4			4
Admissions	2			2
Interim Facility Reimbursements	31			31
Other	50			50
Total Earned Income	220			220
C. INVESTMENTS:				
Dividends And Interest	--			--
Investment Gains Realized	--			--
Unrealized Investment Gains <Loss>	142			142
Total Investment	142			142
TOTAL REVENUES	1104	<610>		494
TOTAL EXPENSES	484			484
NET CHANGE IN NET ASSETS	620	<610>	--	10
NET ASSETS - BEGINNING OF MONTH	4,540	1,185	575	6,300
NET ASSETS AT MAY 31, 1997	$ 5,160	575	575	6,310

THE CHICAGO ACADEMY OF SCIENCES

COMPARISON OF BUDGETED AND ACTUAL REVENUES

ELEVEN MONTHS ENDED MAY 31, 1997

(Dollars in Thousands)

REVENUES:	TOTAL 1997 BUDGET	MONTH BUDGET	MONTH ACTUAL	YEAR TO DATE BUDGET	YEAR TO DATE ACTUAL
A. PUBLIC SUPPORT:					
Taxes - Chicago Park District	$ 1,250	100	100	1135	1147
State of Illinois - OTB	40	--	--	40	41
Contributions	400	30	6	370	316
Capital Campaign	2,600	--	--	1765	1661
Grants	910	75	24	840	860
Memberships	30	1	2	28	25
Total	5,230	206	132	4,178	4,050
B. EARNED INCOME:					
ICASL Contracts	585	50	111	530	585
Education Contracts	210	20	22	190	319
Gift Shop Sales	140	12	4	125	74
Admissions	60	6	2	54	28
Reimbursements - Facilities	375	31	31	343	343
Other	50	4	50	46	894
Total	1,420	123	220	1288	2,243
C. INVESTMENTS:					
Dividends and Interest	30	2	--	27	38
Investment Gains - Realized	--	--	--	--	52
Unrealized Gains	--	--	142	--	111
Total	30	2	142	27	201
TOTAL REVENUES:	$ 6,680	331	494	5,493	6,494

THE CHICAGO ACADEMY OF SCIENCES

STATEMENT OF EXPENSES

ELEVEN MONTHS ENDED MAY 31, 1997

(Dollars in Thousands)

		TOTAL 1997 BUDGET	MONTH BUDGET	MONTH ACTUAL	YEAR TO DATE BUDGET	YEAR TO DATE ACTUAL
A.	PROGRAM SERVICES:					
	Education Programs	$ 1,060	90	125	970	1217
	Exhibits	351	30	<10>	315	352
	Visitor Programs	339	30	30	305	305
	ICASL	535	45	103	490	543
	Collections	90	7	7	82	79
	Gift Shop	130	10	4	120	109
	Facilities	695	58	57	638	647
	Total Program	3,200	270	316	2,920	3,252
B.	MANAGEMENT AND GENERAL SERVICES:					
	Development and Marketing	1,150	66	122	1019	900
	Institutional Support	300	25	6	275	223
	Administration	530	45	40	485	492
	Total Management and General	1,980	136	168	1,779	1,615
TOTAL EXPENSES		$ 5,180	406	484	4,699	4,867

THE CHICAGO ACADEMY OF SCIENCES
STATEMENT OF FINANCIAL CONDITION
MAY 31, 1997 AND APRIL 30, 1997

(Dollars in Thousands)

	MAY 1997	APRIL 1997
ASSETS		
Cash	$ 307	166
Assets On Deposit With Trustee	5,310	5,340
Accounts Receivable:		
Taxes - Chicago Park District	1,044	944
Reimbursements - Chicago Park District	100	476
ICASL Contracts	166	111
Education Grants, Contracts and Others	179	232
Pledges, Net of Discounts, Etc.	1,838	1,890
Endowment Pledges, Net of Discount	575	575
Total Accounts Receivable	3,902	4,228
Investments At Fair Market Value	1,882	1,741
Gift Shop Inventory	56	59
Prepaid Expenses	698	672
Capitalized Costs of Property and Equipment Net Accumulated Depreciation and Amortization:		
Buildings and Land	1,871	1,877
Leasehold Improvements	60	65
Exhibits	74	75
Equipment and Furniture	252	248
New Museum - Costs in Process	1,891	1,809
Total Property and Equipment	4,148	4,074
TOTAL ASSETS	$ 16,303	16,280
LIABILITIES AND NET ASSETS LIABILITIES:		
Note Payable - Line of Credit	$ --	--
Bonds Payable	9,335	9,335
Accounts Payable and Accrued Liabilites	201	156
Deferred Reimbursements - Facility Costs	407	438
Deferred Compensation	50	51
Total Liabilites	9,993	9,980
NET ASSETS:		
Unrestricted	5,160	4,540
Temporarily Restricted	575	1,185
Permanently Restricted	575	575
Total Net Assets	6,310	6,300
TOTAL LIABILITIES AND NET ASSETS	$ 16,303	16,280

MEMORANDUM

To: Paul Heltne

From: Jon Miller

Date: June 16, 1997

Subject: Report for First Quarter, 1997

The purpose of this memorandum is to summarize the work of the International Center for the Advancement of Scientific Literacy during the first quarter of 1997. In general, the work of the International Center continued as planned. Let me review each of our major projects:

Longitudinal Study of American Youth (LSAY)

As noted in previous reports, our analysis of science and mathematics achievement data raised some concerns that the estimation of equivalence scores across the several forms of our achievement tests may not have been accurate. After consultation with Michele Zimowski, the primary author of BILOG-MG (the major software used for test estimation), we entered into a subcontract with the National Opinion Research Center (NORC) to purchase some of Michele's time to work with us on the re-scoring of the achievement data. Michele has been very helpful, and substantial progress was made during this quarter. We have identified the major problems with the previous estimations, and she has started the re-scoring process for the aggregate science and mathematics achievement scores. This time, both Linda Kimmel[1] and I are working closely with her and are learning more about the conceptual and mechanical aspects of the estimation and fitting process.

In addition to re-estimating the aggregate science and mathematics achievement scores, I have defined several substantive sub-tests that can be constructed from these same data. In science, we will have new sub-tests for the biological sciences, the physical sciences, understanding the process of science, and the ability to read quantitative data (figures, bar charts, curved lines, and tables of numbers) similar to what is found in newspapers and magazines. We will also combine a sub-set of the biological and physical science items into a new index of environmental science understanding. In mathematics, we will have sub-tests for arithmetic, algebra, geometry, and probability (which is primarily figure and chart reading). When both sets of sub-tests are done, we will see if the quantitative reading portion of the science test and the probability and quantitative understanding portion of the math test can be combined into a single test of what we might call quantitative literacy. These new sub-tests will open a wide array of new analytic opportunities for us.

The negative side of this is that we cannot proceed to analyze and publish results that depend on any of the achievement scores. The delay is frustrating, but I think that the assurance that the final data will be correct is worth the wait.

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[1] Linda Pifer has re-assumed her maiden name of Kimmel.

In February, a new Web page (**www.lsay.org**) was opened. This Web page will provide current information about the LSAY project, the availability of the data, file documentation, publications from the data, and the construction of scales and indices from the data. Both the beta and final versions of the CD-ROM of LSAY data will include the new Web address on the CD itself so that users could obtain any information that they might need directly from the Web. Linda Kimmel has organized and directed this work.

Throughout the quarter, Linda Kimmel and Cynthia Nelson have continued to edit and clean the LSAY data base in preparation for the release of a new beta version of our CD-ROM in the third quarter of this year. Since we have approximately 7,000 separate items on each of our approximately 6,000 students, we have a total set of nearly 42 million data items to check. We use machine edits for the original checking of the data, but then individual case look-ups are required for the hundreds of items that fall out of range in each check. The first four years of data were edited and cleaned once before, but it is now necessary to scrub the full data set – all seven years – prior to releasing the final CD-ROM.

NSF Science Indicators Study

As I reported in the previous quarter, the International Center has been funded for another cycle of the *Science and Engineering Indicators* Study. Linda Kimmel and I have developed the questionnaire for the 1997 study, and it has been reviewed favorably by the NSF staff. The 1997 study will continue most of the major time series that we have measured in previous years – civic scientific literacy, attitudes toward science and technology, and media use and information acquisition. This year, we will expand our questions concerning the use of computers at work and at home, including an expanded set of items about the use of the Internet. From my unbiased vantage point, it is the best survey that we have conducted in this series.

Due to new Federal regulations, it is necessary to advertise the availability of the questionnaire for comment in the *Federal Register* and to wait for 60 days for responses. This requirement delayed our original schedule, but it gave us more time to select a field contractor.

After asking for written proposals from Market Facts and the National Opinion Research Center, we selected the NORC for the 1997 study. It was a close call. Market Facts did our 1995 study and did a credible job. Their response rate was good (70 percent), but the ability of their interviewers to solicit and capture open-ended responses was not outstanding. We think that the NORC will provide more intensive staff training for the study, and they tend to have a slightly better-educated work force. We will monitor their work closely and make a comparison for use in selecting field contractors for future studies.

Throughout this quarter, Kinya Shimizu and Linda Kimmel have worked on basic file preparation for a CD-ROM that will include all of the U.S. adult studies that I have completed since 1979, as well as numerous comparable studies from Canada, Europe, Japan, China, and other countries. The preparation of this CD-ROM is funded by the National Science Foundation.

NASA Cooperative Research

As a part of our cooperative research agreement with NASA, we continued to monitor the use of the Spacelink Web site. We have developed a small program that can be imbedded in the code for a Web site and randomly select a sample of users when they seek to address the server. The initial message asks each person selected to give us five minutes and some information to improve the quality of the Web site for future users. About half of the visitors are willing to do

this, which is unacceptably low for a random sample. We have proposed to NASA that we offer a free color picture from the Hubble Space Telescope as an inducement to participate, and I expect that we will get NASA approval. We believe that an attractive inducement will increase our participation rate to at least 70 percent, or comparable to national telephone surveys.

We wrote a model quarterly report on Spacelink use for the last quarter of 1996, and will provide an updated quarterly report each quarter in the future. Karen Brown and Maria Silva have worked extensively on this project.

1997 International Conference

Work continues on the 1997 International Conference on the Public Understanding of Science and Technology, which we will host on October 3-6, 1997. October 4th is the 40th anniversary of the launch of Sputnik I, and the general theme of the meeting will be the influence of major technologies on the public perception of science. Three plenary sessions will look at the influence of space exploration, biotechnology, and information technologies on public perceptions of science. We expect to have between 150 and 200 participants, divided approximately equally between U.S. citizens and people from other countries. We had 155 people at our 1993 International Conference in Chicago.

We have issued a call for contributed papers. Individual letters were mailed to approximately 3,000 people around the world, and the call is posted on our Web site. The initial response has been promising. We expect to accept about 40 papers, which will be offered in five parallel panel sessions on two afternoons. These contributed papers are essential, since they make it possible for many people to obtain travel money from their home institutions.

NASA has agreed to provide $20,000 to underwrite part of the meeting. The registration fee will be $250, and we anticipate that about 120 people will pay the fee. We will waive it for invited speakers and for selected guests, such as the Academy Board and the local host committee. I will seek some additional corporate support, and anticipate that the meeting will work with a total budget around $60,000.

Lecture Series

The ICASL lecture series on science education continued during the first quarter, building on the initial lecture by Jim Trefil in November, 1996. In January, David Micklos, Director of Education at the Cold Spring Harbor Laboratory, presented a lecture on "what every high school graduate should know about DNA." In February, Mr. Yu from the Chinese consulate in Chicago presented a lecture on science education in China, and in March, Professor Samuel Silverstein from the Columbia University College of Physicians and Surgeons lectured on "what every high school graduate should know about the medical sciences." Personal letters of invitation were sent to a select list of approximately 500 science educators and scientific leaders in the metropolitan Chicago area. Although attendance averaged less than a hundred, we received many positive letters and calls from individuals who could not attend the lectures but who applauded the leadership of the Chicago Academy in this area. I think that this series is making a useful contribution to our visibility in the metropolitan area among scientific and educational leaders.

Articles, Papers, Speeches, and Other Scholarly Activities

During the first quarter of 1997, the following articles, papers, speeches, and other scholarly activities were completed by the staff of the International Center:

Jon Miller presented a plenary address to the Winter Conference on Brain Research (in Breckenridge, Colorado) on civic scientific literacy on January 26. He also presented a workshop on biomedical communication, using the Handbook prepared for the National Cancer Institute. The Winter Conference on Brain Research includes approximately 300 of the leading neurologists, neurosurgeons, and cognitive psychologists from throughout the world -- including a few non-skiers.

In late January, Harvey Smith (Director of the Social Science Research Institute at Northern Illinois University) and Jon Miller convened a work group of university researchers and community leaders interested in the status of education in the United States. The initial group included Mary Dempsey (Chicago Public Library), Len Dominguez (Chicago Public Schools), Jean McGrew (Glenbrook Public Schools), Ana Espinoza (Principal of the Pilsen Academy), John Rury (DePaul University), Zalman Usiskin (University of Chicago), James Wong (University of Chicago), Dorothy Shipps (Consortium on Chicago School Research), Nancy Stevenson (Voices for Illinois Children), Robert Cooper (Scariano, Kula, Ellch, and Himes), Tom Hoffer (National Opinion Research Center), Jeff Mirel (Northern Illinois University and the University of Michigan), Smith, and Miller. The group agreed to meet once every four to six weeks and to discuss a specific topic at each session. This group is based on the belief that good ideas still have some influence in public policy and that private unpressured discussions by people who know something about a field may produce some good ideas. Hopefully, these meetings will result in some agreement on educational policy that can be presented in a white paper, or perhaps a small monograph, within a year or two. The Social Science Research Institute at Northern Illinois University is supporting the cost of the luncheon meetings at the University Club.

In February, Jon Miller presented a paper on civic scientific literacy in 14 industrial countries to the 1997 annual meeting of the American Association for the Advancement of Science (AAAS). The paper was well received and a small article about it appeared in *Science*.

The February issue of *Scientific American* included a review article on public attitudes toward the use of animals in research and mentioned the work of Linda Kimmel from the Chicago Academy of Sciences.

Jon Miller was the plenary speaker for National Brain Research Week ceremonies at the University of Pittsburgh Medical School. The speech focused on the levels of scientific understanding among American adults and was carried live to several parallel meetings at other medical schools throughout the nation.

On March 28, Miller, Kimmel, Tom Hoffer, and Karen Brown presented a paper on "The Development of Student Achievement in Mathematics during Middle School and High School" to the 1997 annual meeting of the American Educational Research Association. Zalman Usiskin, Professor and Director of the University of Chicago Mathematics Project, chaired the session and commented positively on the results.

MEMORANDUM

To: Paul Heltne

From: Jon Miller

Date: June 16, 1997

Subject: Report for Second Quarter, 1997

The purpose of this memorandum is to summarize the work of the International Center for the Advancement of Scientific Literacy during the second quarter of 1997. In general, the work of the International Center continued as planned. Let me review each of our major projects:

Longitudinal Study of American Youth (LSAY)

The re-scoring of the science and mathematics achievement tests will be completed by the end of this quarter. We have worked closely with Michele Zimowski at the NORC, and we have reviewed each stage of the work carefully. We are satisfied that the new estimates are as accurate as present statistical procedures allow. We have just received the full set of math sub-test scores and are beginning to re-run some of our earlier analyses to see how much change occurs due to the new estimates. We have reviewed preliminary runs of major sub-tests in science and expect to receive the final scores for those tests before the end of June.

I have continued to keep Larry Suter, my NSF program officer, fully informed about the work of the LSAY project, including the re-scaling of the achievement scores. He has been very supportive and indicated that he thinks that our selection of Michele Zimowski as a testing consultant was an excellent choice. He has worked with her on previous studies.

NSF Science Indicators Study

The 1997 *Science and Engineering Indicators* study interview was approved by the federal Office of Management and Budget (OMB) in April, and the NORC began telephone interviews in early May. The NORC provided eight hours of instrument-specific training for each interviewer who is working in our study, and it appears that the quality of the open-ended responses is higher this year. As of this date, they have completed approximately 1,500 of the 2,000 interviews and continue to work on the remaining cases. We anticipate that all of the data collection will be completed by the end of June.

To meet the NSF publishing deadlines for the 1998 *Science and Engineering Indicators* report, we will construct a preliminary weighted file based on the first 1,500 responses and write a draft chapter by July 15. The draft will be adequate for a first review by the NSF staff and by a selected set of external reviewers. In July, we will construct a final weighted file with all 2,000 cases in it and revise the draft chapter accordingly.

I am pleased to note that the OMB approved the 1997 interview questionnaire without modification. This is the first time this has happened in recent years for any national survey.

You might find it amusing to know that as a result of the Paperwork Reduction Act (written and passed by the Congress), it is now necessary to advertise every questionnaire in the *Federal Register* and to submit a 60-page written justification – in multiple copies – for OMB review. Our Congress certainly knows how to reduce paperwork and save a tree!

NASA Cooperative Research

During the second quarter, we continued to monitor the use of the Spacelink Web site and to work with NASA headquarters and Spacelink staff to devise an improved monitoring system. Presently, our random selection procedure picks a sample of individuals who visit the homepage for the Spacelink site, but does not capture visitors who have bookmarked a particular page within the Spacelink site. Further, many of the most used Web search engines – Yahoo, Lycos, and others – have linked various topics or search words to specific pages within the Spacelink site, bypassing the homepage. While it is important to know about visitors to the Spacelink home page, it would also be helpful to know about people who visit or use other parts of the Spacelink resource. Maria Silva, Karen Brown, and I are working with the computing staff at the Marshall Space Flight Center in Alabama (who actually operates the Spacelink site) to develop a new strategy to capture a sample of users who go directly to specific pages. We expect to implement a new sampling procedure during the summer.

In May, I met with Frank Owens, the Education Director at NASA and the program officer for our cooperative research award, and we negotiated a new three-year award for approximately $580,000. The new award will begin October 1, 1997, and continue for 36 months. I take this to be a vote of confidence in our work.

In outlining a joint work plan, Frank asked the International Center to begin an evaluation of two areas of NASA's education programs. The SHARP and SHARP PLUS programs provide opportunities for minority high school students to work as summer interns in NASA research centers throughout the country. The objectives of this program appear to be similar to our Howard Hughes teen program, but NASA has never looked systematically at the impact of these summer experiences on student achievement in science and mathematics, selection of advanced courses in high school, college enrollment, and selection of careers in science or engineering. We will begin with a study of existing records and seek to identify the educational and career paths followed by program participants. We would expect to develop a plan for a continuous monitoring of program performance. Karen Brown and I will design the study, and Karen will be responsible for the conduct of the data collection and analysis.

We will also evaluate a NASA program that provides graduate fellowships in the space sciences. Each year, NASA supports approximately 400 graduate students, providing a stipend of $22,000 per year for tuition and living expenses. An individual student is eligible for up to three years of support. Interestingly, NASA has never tracked the students that they have supported. We will begin with a records study to identify a sample of graduates (the program has been operating for about 20 years) and seek to document their program completion, employment, publications, and patents. Again, we would expect to develop a monitoring program for the future that would eliminate the need for another major retrospective study. Karen Brown and I will design the study, and Karen will be responsible for the conduct of the data collection and analysis.

1997 International Conference

The planning for the 1997 International Conference on the Public Understanding of Science and Technology, which we will host on October 3-6, 1997, continues on schedule. After a careful comparison of bids for facilities and food services, I decided to use the Union League Club rather than the University Club. The Union League Club has enough hotel rooms to allow all of the participants to stay in one facility and provides weekend food service without a surcharge. Unfortunately, the University Club has only 60 hotel rooms and wanted to add a $5,000 surcharge to open their food service on the weekend. We will continue to use the University Club for smaller events, such as our lecture series, but it is not competitive for small conferences similar to the 1997 International Conference. The Union League Club is very happy to have our business.

We issued a call for contributed papers during the first quarter of 1997 and have selected a set of 40 papers for presentation at the International Conference. Additional proposals for contributed papers continue to arrive almost daily, and we are maintaining an alternate list since we anticipate that a few of the proposers will not be able to secure funding for their travel and will have to drop out this summer. We will offer poster sessions for individuals who need to appear on the program to obtain travel support and who cannot be placed in a contributed paper session.

We have sent out a formal call for registration, offering mail, fax, or Web choices. A full program description is maintained on our Web site (**www.icasl.org**). Interaccess, our Internet service provider, has installed a new security system, so it is now possible for us to take on-line credit card charges securely. We are requiring all program participants to register by August 1st, which will allow us to replace participants who are unable to attend.

I am continuing to work on building a set of speakers for the plenary programs. While visiting CERN (the European particle laboratory where the world wide web was created) in May, I met with the head of communications and public information, who arranged a meeting with Robert Cailliau – one of the two individuals primarily responsible for the creation of the WWW -- and Cailliau has agreed to give a plenary talk on the third morning as a part of the impact of the information technologies session. John Durant (Science Museum, London) and Tom Hoban (North Carolina State University and a prominent consumer researcher for the food industry) will make a plenary presentations on biotechnology. I am working with NASA on the primary speakers for the impact of space exploration sessions and have been promised a senior NASA officer and at least one American astronaut. They are also trying to help me get a Soviet cosmonaut.

Paul Knappenberger, President of the Adler Planetarium, has agreed to co-chair the Local Host Committee for the 1997 International Conference, and he has located the Adler's replica of Sputnik I, which he will lend us for the conference. He also has an Apollo capsule and some other great space hardware that we can use to decorate the plenary sessions. We still need your help in arranging an evening event at the Art Institute.

Lecture Series

The 1996-97 ICASL lecture series concluded during the second quarter with two additional lectures. In April, Alan Schriescheim, Director Emeritus of Argonne National Laboratory, presented a lecture on "what every high school student should know about energy." In May, Gerald Wheeler, Executive Director of the National Science Teachers Association, presented a concluding lecture on "what every high school graduate should know about scientific inquiry." As noted in my report for the first quarter of 1997, we have continued to mail personal letters of

invitation for each lecture to approximately 500 scientific and educational leaders in the metropolitan Chicago area, and we continue to receive positive comments and other acknowledgements from many of these people. Undoubtedly, the lectures and the letters of invitation have increased our visibility in a positive way among this important leadership stratum. For the 1997-98 lecture series, I plan to invite six or seven leading scientists to talk about their work in a manner that would be understood by an audience of scientific, educational, and business leaders. I am working to obtain co-sponsorships from the University Club, Phi Beta Kappa, Sigma Xi, and the Chicago area chapter of the American Chemical Society.

Articles, Books, Papers, Speeches, and Other Scholarly Activities

During the second quarter, the following articles, books, papers, speeches, and other scholarly activities were undertaken or completed:

In early April, Jon Miller and Linda Kimmel attended a two-day workshop on the use of three relatively new pieces of testing software – BILOG-MG, TESTFACT, and PARSCALE. The workshops were sponsored by the University of Chicago and the National Opinion Research Center.

Linda Kimmel gave a paper on "Gender Differences in Attitudes toward Scientific Controversies" to the 1997 annual meeting of the Midwest Political Science Association on April 10. Copies of the paper are available from the International Center.

On May 2, Jon Miller met with Arthur Stunnard, the President of DeVry Chicago, to introduce the work of the Academy and the International Center and explore areas of potential cooperation. It was a very productive discussion, and Arthur subsequently visited the Academy on June 17 to meet with you, Phil Parfitt, and me to continue these discussions. I think that the analyses that Karen Brown and I are doing on career choice will be helped by learning more about the recruitment and success of DeVry students. It is also clear that there is enormous potential for involving some DeVry students and faculty in projects that will help Science Power and the Nature Museum.

Jon Miller and Robert Goldman (Chair of the Department of Cell and Molecular Biology at Northwestern University Medical School) spoke to a national meeting of the Council for the Advancement and Support of Education (CASE) about the development and operation of the teens portion of the Science Scene program on May 7.

In late May, Jon Miller attended a meeting of the steering committee for the International Biotechnology Study in Stuttgart, Germany. The International Center is organizing U.S. participation in this study. The NSF has provided some initial travel support, and I continue to look for additional funding for the conduct of a U.S. survey comparable to the surveys conducted in the European Union and Canada. The NSF has shown a renewed interest in the project.

Jon Miller presented a paper on "Educating Citizens for the 21st Century: Crossing the Bridge to Participation" to the annual meeting of the Social Science Education Consortium on June 7 at Asilomar in California. The paper used data from the LSAY, and Linda Kimmel was the second author on the paper. Copies of the paper are available from the International Center.

Next week, I will present a new paper on "Science and Religion: Generational Change" to the Templeton Foundation seminar organized by Philip Hefner at the Lutheran Theological

Seminary. This is an interesting meeting of college science faculty from predominately private religious colleges.

Jon Miller and Linda Kimmel have received a contract from Academic Press for the publication of a book *Handbook for Biomedical Communications*. The book will be a combination of the strategies for communicating about public policy issues included in their original report to the National Institutes of Health and their subsequent handbook on communicating to patient populations that was written for the National Cancer Institute. One version of the book will be targeted for the professional and trade book market, while a parallel edition will include a CD-ROM of data and documentation from the 1993 Biomedical Study and will be marketed for undergraduate and graduate course use.

The BBV Foundation (Madrid, Spain) and the Chicago Academy of Sciences will jointly publish a monograph by Jon Miller, Rafael Pardo, and Fujio Niwa: *Public Perceptions of Science and Technology: A Comparative Study of Canada, the European Union, Japan, and the United States*. The book will be published in both English and Spanish and should be available late in the third quarter of 1997. The BBV Foundation is funded by Banco Bilbao Vizcaya, which is the second largest bank in Spain and one of the larger banks in Europe.

THE CHICAGO ACADEMY OF SCIENCES

ICASL - SUMMARY FINANCIAL HISTORY

	FISCAL YEAR ENDED JUNE 30					
	1997 *	1996	1995	1994	1993	1992
Direct						
Revenues	$ 655	477	508	792	711	19
Expenses	605	437	470	773	625	29
Net Revenues	50	40	38	19	86	<10>
Less Academy Costs						
Incurred for interest, insurance, audit etc.	40 *	60	40	30	28	--
Net Cash Flow	10 *	<20>	<2>	<11>	58	<10>
% of Revenues	1.5%	<4%>	<1%>	<1.5%>	7.5%	
Less - Allocation for share of space cost (equivalent of rent)	48 **	60 **	25	24	21	2
Net	$ <38>	<80>	<27>	<35>	37	<12>

* Projected year and figures

** No change in square footage but a change in accounting requirements so that a much larger depreciation factor kicked on.

The Nature Museum

Chicago Academy of Sciences

CAMPAIGN FOR THE 21ST CENTURY
WORK PLAN

JULY 1997 - JUNE 1999

The Nature Museum

Chicago Academy of Sciences

CAMPAIGN FOR THE 21ST CENTURY
WORK PLAN

JULY 1997 - JUNE 1999

SUBMITTED TO
DEVELOPMENT AND MARKETING COMMITTEE

JUNE 20, 1997

Overview

Over the last year, the Nature Museum has successfully researched and developed a positioning opportunity unique to its category (museums, educational institutions, etc.) within the central region of the United States.

...its mission is to promote scientific learning through conversation

At the foundation of the positioning is the fact that The Nature Museum will be the country's first environmental museum. Its agenda will be to promote scientific literacy among all people -- expanding on the fine work of the Chicago Academy of Sciences.

The challenge ahead is first to successfully complete the campaign for the new museum and, secondly, increase participation in the new museum. The strategy must be driven by the fundraising efforts. It needs to be supported by successful marketing communications activity that creates greater awareness, recognition and participation in the museum project.

This plan of action creates opportunities for the new museum on many fronts. Developing additional campaign leadership, increasing prospect cultivation, finalizing pending pledges and providing recognition to those who make commitments will step up fundraising momentum. Through marketing communications support of membership programs, fund raising activities, and special events, key audiences will be called to action several different times through many different media with the Academy's compelling message.

Several key factors were considered in development of this plan outline. Chief among them was that all the activity be singularly related and have the ability to support the positioning that makes this institution unique. The proposed program elements capitalize on the issues of nature, the environment and ecology and create the cultural niche identified in the positioning.

The program is necessarily ambitious and assumes an expansion of resources by the Academy and its friends. In many instances there is an opportunity to enlist outside support and corporate sponsorship for the activities.

PHASE I - JULY 1997 - OCTOBER 1997

Building:

Construction and completion of external shell

Event Highlights

140th Birthday Party
Academy Council Event (House of Blues)
Herpetological Weekend
Science for Families Workshops
ICASL Conference (Sputnik anniversary)
Teacher Summer Seminars
Auxiliary Board Summer/Fall Event

Objectives

Campaign

- reach $6 million in philanthropic pledges
- step up CSC/CLC cultivation and solicitation activity
- finalize "family" pledges
- target individual major donors
- Establish key donor recognition policies and procedures

Marketing Communications

- develop community-wide awareness and familiarize key markets with development of new facility
- establish credibility of project to donor community
- promote recognition of key donors
- support membership retention
- finalize fundraising materials

Campaign Activities

Leadership:

Direct and motivate activity of the CSC
Convene CLC and continue recruitment
Begin to recruit volunteers to the Major Individual Gifts Division

Cultivation / Solicitation / Recognition:

Finalize pledges from all Academy family and Phase One prospects
Submit proposal to the Kresge Foundation
Schedule formal meeting with selected prospects to discuss campaign pledges as necessary
Meet with Phase Two prospects and others as appropriate
Begin cultivation of targeted Phase Two prospects
Develop cultivation/solicitation strategy for selected prospects, family foundations & agribusiness
Maintain contact with ongoing solicitation prospects

Support Systems / Staff:

Enhance use of and strategize prospect research

Materials:

Finalize brochure inserts
Develop Q&A piece, small brochure, pledge cards, ways of giving
Begin strategy for video and define participants
Finalize donor recognition packages
Distribute campaign newsletter in September

Marketing Communication Activities:

Media:

Complete Editorial Board meetings
Invite reporter behind scenes to develop documentary
Publicize project in philanthropic press
Focus attention on Ralph Johnson as architect and architectural design
Promote media around Carol Yetken as landscape architect
Position museum as Chicago's first, centered on 140th birthday party
Provide publicity around campaign accomplishments
Target environmental, ecological, scientific publications to announce construction
Create awareness for conversational position with coverage of teacher/exhibit committee dialogue
Develop Directory of Experts for media use
Develop article on fundraising a new museum for business publications/ broadcast media
Announce museum opening date in travel/tourist publications

Membership:

Focus on retention of current membership base
Expand Benefits package
Evaluate new membership classifications

Fundraising:

Distribute fundraising brochure
Produce fundraising video
Develop Campaign Newsletter
Produce benefits package for corporate sponsors

Related Activities:

Display building model

PHASE II NOVEMBER 1997 - JUNE 1998

Building:

Construction and completion of museum interior

Event Highlights

Hard Hat Previews
Topping Out - Putting the Roof On
Campaign Kick-Off
Trustees Dinner
Screening and Rating Sessions
Individual Gifts Division Meetings
Cultivation Events (Peregrine, Collections)
Spring Gala

Objectives

Campaign

- Reach $9 million in philanthropic pledges
- Achieve significant participation and support with major individual donors
- Continue to build momentum for campaign
- Begin broad-based donor solicitation
- Provide appropriate recognition for campaign donors
- Complete major gift solicitation (gifts $10,000+)

Marketing Communications

- Attract individual donors to the new museum project
- Support membership development
- Create excitement and anticipation for new museum
- Build recognition for new museum as cultural landmark
- Publicize donor participation
- Establish unique attributes of the new museum: conversational; focus on environment and ecology, unmatched exhibit material.
- Attract outside groups to use facility

Campaign Activities

Leadership:

Continue CSC and CLC cultivation and solicitation activity
Recruit and convene Lincoln Park/Small Businesses Division
Convene Major Individual Gifts Division

Cultivation / Solicitation / Recognition:

Approach Fry Foundation
Finalize pledges from Phase Two prospects
Create cultivation/solicitation strategies for selected Phase Three prospects, i.e. accounting firms, and banks
Meet with selected Phase Three prospects
Update meeting with targeted prospects as necessary
Submit A. Montgomery Ward proposal
Recipient list for direct mail implementation program and implement program
Re-approach Amoco (program support)
Develop Lincoln Park/Small Business prospect list
Begin solicitation of Lincoln Park/Small Businesses (ongoing)

Support Systems / Staff:

Finalize pledge reminder system
Pledge reminders and updates

Materials:

Campaign newsletter in December, March and June
Develop direct mail materials for community-wide solicitation

Marketing Communication Activities

Media:

Establish opportunities for dialogues with leading experts on issue of addressing scientific literacy problems
Report campaign progress in philanthropic/general press
Focus attention on exhibit designs (exhibit manager and Lee Skolnick Design)
Media outreach to museum - cultural publications
Reveal exhibit plans to local and national media
Publicize secured museum sponsors in general media, business press and trade press
Impact "social media" with coverage of black tie preview event
Create behind the scenes tour for interested media
Announce museum as "coming attraction" in national media
Publicize computer infrastructure in electronic/computer related publications
Focus media attention on auxiliary board

Membership:

Create awareness of membership programs
Revise membership outreach materials
Establish "founder/charter member" program
Develop direct mail acquisition campaign

Fundraising:

Create cause-related marketing opportunities/materials/proposals.
Continue donor newsletter
Expand donor recognition

Related Activities:

Expand the Web Site
Speakers' bureau program
Develop general information materials for new museum
Investigate collaborative opportunities with other Lincoln Park institutions
Develop volunteer/docent recruitment material
Support *Chicago Millenium* activities

PHASE III - JUNE 1998 - JUNE 1999

Building:

Construction completed, Grand Opening Events and Begin Operations

Event Highlights

Staff Appreciation at North Pier
Various Grand Opening Events
On-site Small Business Event
Annual Dinner
Victory Celebration
Volunteer Recognition

Campaign Objectives:

- Reach $11.625+ million in pledges -- completion of campaign goal
- Provide appropriate recognition for campaign donors and volunteers, especially through Grand Opening activities
- Develop transitional plan for post-campaign activity
- Finalize all campaign solicitation

Communications Objectives:

- Attract all target audiences with opening month activities
- Create "grand opening" media impact
- Establish museum as major cultural landmark in city, creating awareness for its unique offerings
- Support donor recognition
- Generate additional grass roots/membership support
- Attract new corporate/community partners to museum
- Attract volunteers

Campaign Activities:

Leadership:

Finalize solicitation activity for CSC and CLC and other campaign leaders
Recognize and thank campaign volunteers

Cultivation / Solicitation / Recognition:

Gala follow-up
Direct mail solicitation follow-up (telemarketing)
Ongoing cultivation and solicitation
Finalize all campaign solicitation

Support Systems / Staff:

Pledge reminders and updates
Develop systems for final pledge collection
Develop transition plan for post-campaign activity

Materials:

Campaign Newsletter - September, December, March and June

Marketing Communications Activities:

Media:

General press build-up for completion of new museum
Establish museum as top choice destination in travel/tourism media
Provide sneak previews for press
Focus on "see how the exhibits work" for children's media, museum publications, national news magazines
Highlight "new way to address scientific literacy" in educational publications, national news media and political issue journals
Position articles on "public/private partnerships....one that works" for business media, political press, local focus
Promote museum opening in airline magazines, airline videos, national TV magazines newspaper travel sections
"A new teaching tool" article for education media, parenting media.
Video News Release on new museum distributed nationwide and internationally

Membership:

Incentive program to attract new members at first visit
Joint membership outreach with other museums/Lincoln Park institutions
Membership outreach at summer community fairs.

Fundraising to Friend-Raising:

Celebrate completion of capital campaign
Provide end of campaign report to donors

Related Activities:

Advertising Campaign
Signage and Banners
After Hours Programming/Facilities Rental.